



Workplace Wellbeing
Ireland

Partnership Prospectus

Contact: brian@workwellireland.ie



Workplace Wellbeing Ireland

Workplace Wellbeing Ireland is Ireland's largest network of professionals with a shared interest in promoting health and wellbeing at Irish workplaces.

It's a place to connect, share ideas and best practices, discuss challenges and successes, reach out for support and explore future trends and innovations. 70% of our 4,000+ members are HR professionals or senior leaders with an involvement in wellness programming at their workplace and 30% are providers of workplace wellness and health promotion services to Irish businesses.

2024 Plans

Workplace Wellbeing Ireland has an exciting schedule of events and content planned.

Live Events

We will host a series of live and in-person events across 2024 at leading Dublin (5) and Cork (3) workplaces.

The format for the events will include:

- Two-hour session with a different theme for each event
- Guest panelists with presentations and Q&A sessions
- Time for networking and space for exhibitors

[Our event at Facebook](#) will give you an idea what to expect.

Work Well Weekly Newsletter

Work Well Weekly is our weekly workplace wellbeing digest of news, updates and trends on of what's happening in this space in Ireland and further afield. Work Well Weekly reaches the inbox of over 4,250 targeted and engaged wellbeing leaders, champions and HR professionals every single week and is growing all the time. We work hard behind the scenes to keep our email open rate above 50% each week.

The Work Well Podcast

[The Work Well Podcast](#) is a dedicated workplace wellbeing show with interviews with workplace wellbeing thought leaders and industry professionals discussing how employers, employees and entrepreneurs can lead the way by creating and sustaining the healthy, safe and well workplaces of the future. The audio podcast is hosted on all leading podcast platforms including Spotify, Apple and Google and the video of each episode is shared on YouTube. We are preparing for Season 6 of the podcast and would love to find a partner to support with the production and direction of this season.



Partner Sponsor – What's Included?

Connect with your target market and position your brand at the centre of the Workplace Wellbeing Ireland Community.

Work Well Live Events

- Have a stand at 8 events in 2024 (5 in Dublin, 3 in Cork) and highlight specific offerings
- Sponsors logo included on each of the 8 event presentations and featured on LinkedIn, Twitter, Facebook and Instagram event posts
- Sponsor can provide a thought leader to participate in at least one of the events
- Sponsor can suggest themes, panel discussion points and questions for events
- Promotion through Work Well Community social media channels and mailing list for event related content
- Association with a growing community of people looking to share ideas and improve services across workplace wellbeing in Ireland

Live Events Partner Price: €12,500

Work Well Weekly Newsletter

- Have a banner image with clickable link included in every Work Well Weekly Newsletter going out to our 4,250+ members
- Sponsor can change the banner and/or link depending on relevant promotions
- January to December 2024 inclusive of all newsletters. In 2023 we sent 46 newsletters.

Work Well Weekly Partner Price: €7,000

The Work Well Podcast

For all 12 episodes of Season 6, a sponsor will:

- Have an announcement at the beginning of each show (introduction)
- Have a second announcement at the end of each show (outro)
- Be tagged on Work Well Community social channels when promoting each episode
- Be referenced and linked-to in the article for each episode
- Full video of the interview will also be uploaded to, and sponsor referenced on, YouTube
- Have a dedicated link on [The Work Well Podcast homepage](#)

The Work Well Podcast Partner Price: €3,600

Combined Package Price: ~~€23,100~~ €19,999

Includes: Live Events (€12,500) + Work Well Weekly (€7,000) + Work Well Podcast (€3,600)

Online Impact

LinkedIn

- 14,000 direct professional connections
- 3,500 members in the Workplace Wellbeing Ireland private LinkedIn group
- 1,000 followers of Work Well Community business page
- 600 members in the Office Worker Health private LinkedIn group

Blog and Email Marketing

- 5,000 unique monthly visitors to our websites
- 4,250 community email list

Twitter

- 3,500 followers

Facebook

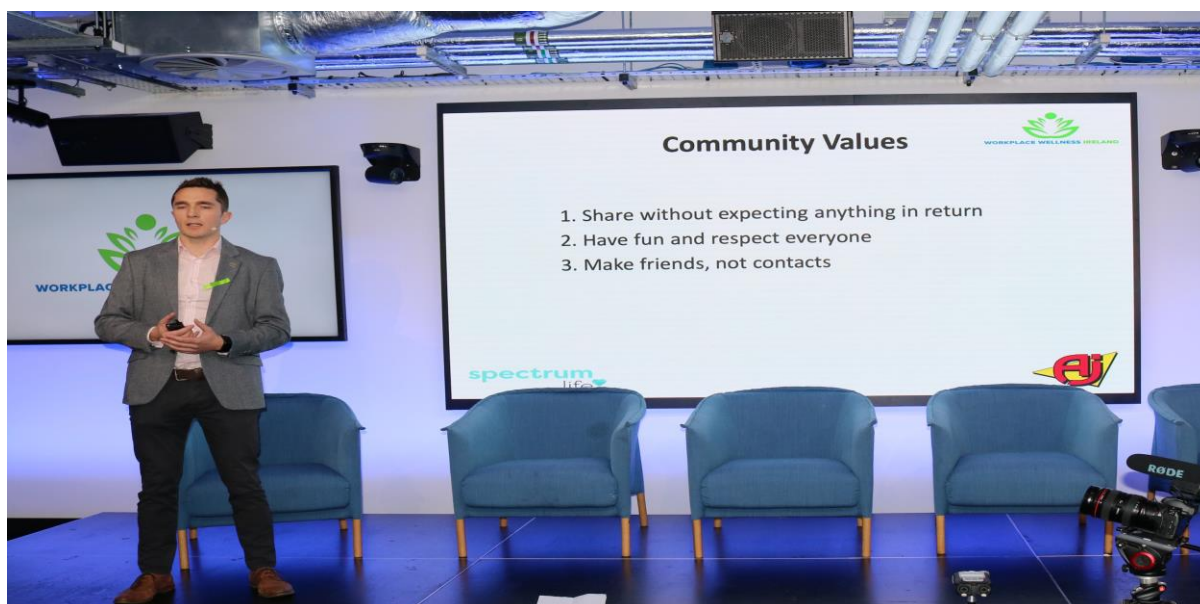
- 1,800 followers

Instagram

- 2,000 followers

Our Values

At [our very first community gathering in September 2018](#) we introduced three values for Workplace Wellbeing Ireland. I'm delighted to say that members live and breathe these values so it's important that potential partners believe in and support these values too.



About Brian Crooke

Brian's vision is to empower Irish employers and employees to make their workplaces healthier places to be.



Brian worked in the corporate world as a management consultant for a multinational for 10 years. Watching many colleagues and friends develop unhealthy behaviours and ill health due to their sedentary and stressful jobs is what inspired him to launch the Office Worker Health business (now Workplace Wellbeing Ireland) in 2015. He has first-hand knowledge of how the modern workplace can create stress, bad habits, injury and ill health resulting in many not performing at their best.

Brian founded the Workplace Wellbeing Ireland community and events series in 2018 to bring together those promoting wellness in Irish workplaces with those seeking to implement programmes and initiatives in their own organisations. He is host of [The Work Well Podcast](#) and founder of the online learning hub, [The Work Well Institute](#).

Brian co-designed the Postgraduate Certificate in Workplace Wellness at Trinity College Dublin and is the Course Director for the programme. Brian also founded the [parkHIIT](#) social enterprise, the goal of which is to provide free resistance training to every county and community in Ireland.

His qualifications include:

- Postgraduate Certificate in Innovation, Entrepreneurship and Creative Thinking, Trinity College Dublin
- B.Sc Computer Applications, DCU
- Project Management Professional (PMP) Certified, Project Management Institute
- Wellness Council of America (WELCOA) Well Workplace Model Certified
- Personal Trainer, ITEC Level 3 and Gym Instructor, ITEC Level 2
- Diploma, Sports Nutrition, QQI
- Diploma, Exercise and Fitness, QQI
- Diploma, Digital Marketing, QQI
- FitPro insured fitness professional

Next steps

Contact Brian to find out how you can become a partner sponsor for 2024.

Email: brian@workwellireland.ie

Phone: 0876422957

Prepared by: [Brian Crooke](#) / [Workplace Wellbeing Ireland](#)

